



LOUISIANA SENATE

LOUISIANA POSITIVES

ECONOMIC DEVELOPMENT

- Louisiana's worldwide merchandise exports rose to \$63.1 billion last year. The total placed Louisiana No. 6 among all states for exporting, according to a report from the World Trade Center (The Business Report, February 2014).
- The IBM technology center project in Baton Rouge is named as one of the top eight economic development deals in the U.S. according to *Business Facilities* magazine. The publication named the project as an honorable mention selection in its annual Economic Development Deal of the Year competition while also honoring Louisiana as a runner-up in the State of the Year competition (The Advocate, February 2014).
- With an estimated 2,315 new businesses created in the state between 2009 and 2012, Louisiana is ranked No. 19 nationally for net new business growth in the years immediately following the recession. According to a new report out from CareerBuilder and Economic Modeling Specialists, which is based on an analysis of Labor Department data, Louisiana was among 29 states and the District of Columbia that saw net new business growth during the span (The Business Report, February 2014).
- According to Louisiana Economic Development, Louisiana had its best year for business development in the past six years, launching projects that will result in about 27,000 new direct and indirect jobs and \$26.4 billion in new capital investment (The Advocate, January 2014).
- *Site Selection* magazine ranked Louisiana No. 6 in the nation in its Top State Business Climate, Louisiana's highest ranking. Four years ago, Louisiana ranked 25th in the magazine's annual rankings, which are determined 50 percent by an index of tax burden criteria according to the Tax Foundation and KPMG's Location Matters analysis and the states' performance in Conway Data's New Plant Database, which tracks new and expanded business facility activity, and 50 percent by a survey of corporate site selectors who are asked about the lack of red tape, financial assistance and cooperation by government officials (The Times Picayune, November 2013).
- For the third year in a row, Louisiana ranks No. 6 in the U.S. in *Area Development* magazine's list of 2013 Top States for Doing Business, which surveys leading site-

selection consultants on which U.S. states are the most attractive for business investment (Baton Rouge Business Report, September 2013).

- According to a joint study performed by the Brookings Institution and JPMorgan Chase, Baton Rouge and Louisiana boast two of the highest export growth rates in the country. New Orleans has experienced the third highest average export growth rate since 2009, at 17.1 percent, and ranks 22nd in total export value. Baton Rouge was at No. 5 with a 14.4 percent average growth rate in the pasty four years and ranks 23rd in total export value. Both cities are also on track to double exports in 2014 (The Times Picayune, September 2013).
- *Southern Business and Development* magazine has named Louisiana as the best state for economic development for the fifth time in seven years. Additionally, the magazine ranks Baton Rouge as the best large city in the South for business growth. The rankings are based on economic development activity in 2012, with points being awarded for new and expansion projects that create more than 200 jobs or exceed \$30 million in value. Special recognition was given to the Ascension Parish Economic Development Corp. New Orleans earned an honorable mention in large city category and Lake Charles did the same in the mid-market category (The Advocate, July 2013).
- *Business Facilities* magazine ranked Louisiana 4th for Best Business Climate, up from 5th in 2012, the state's highest ever business climate ranking. The magazine rates Louisiana as No. 2 among leading states in natural gas production, No. 2 among states with the most Free Trade Zone activity and No. 2 in economic growth potential (The Office of the Governor, July 2013).
- *Business Facilities* magazine named Louisiana FastStart the No. 1 workforce program in the country for the fourth year in a row, noting its impressive diversity and coordination of economic development efforts across the state. Louisiana FastStart provides customized recruitment, screening and training to companies expanding in or relocating to Louisiana at no cost (The Office of the Governor, July 2013).
- In Pollina Corporate Real Estate Inc.'s annual ranking of top pro-business states, Louisiana climbed 26 spots since 2008 to No. 14, making it the most improved state in the country over the last five years. Pollina ranks the 50 states on 32 factors, including evaluation metrics such as business tax burdens, workforce training programs, workers compensation costs, economic development incentives, energy costs, marketing programs and state economic development efforts (The Office of the Governor, July 2013).
- CNN Money ranks Louisiana as the ninth most entrepreneurial state, based on 2012 data from the Kauffman Index of Entrepreneurial activity. According the report, Louisiana had a business start-up rate of 400 for every 100,000 adults in 2012 (NOLA.com, July 2013).

- The Port of South Louisiana set cargo records for 2012. According the port's statistics, the port saw nearly 279 million tons of petrochemicals, food products, building materials and fuel pass through it, breaking its previous record – 274 million tons in 2011 – by 2 percent or roughly 4 million tons. (NOLA.com, July 2013).
- According to a survey of CEOs done by *Chief Executive* magazine, Louisiana ranks as the 11th best state to do business in, up from 13th last year. The survey, which polls more than 720 CEOs, looks at proximity to markets and resources, industry regulation, tax policies, workforce quality, living environment and education resources (The Advocate, May 2013).
- Small businesses graded Louisiana with a B+ in overall business friendliness in a survey done by Thumbtack.com. The website's Small Business Friendliness survey polled 7,766 small businesses across the country. The state got an A for its small-business training and networking programs, an A- for its labor and employment laws and a B+ for its tax code. Thumbtack.com is a website that puts local small businesses in touch with potential clients (The Advocate, May 2013).
- The Baton Rouge Area Chamber (BRAC) and the Southwest Louisiana Economic Development Alliance are ranked among *Site Selection* magazine's top 11 economic development organizations. This is the fourth year in a row that BRAC made the list. This year's success is attributed to 13 projects that resulted in announced relocations or expansions in the region, 1,128 secured jobs and over \$78.1 million generated in pay roll. This is the second year in a row that the Southwest Louisiana Economic Development Alliance has been selected (The Business Report, May 2013).
- According to the third annual State of Women-Owned Business Report, Louisiana had the fourth-largest growth rate nationally in the number of businesses led by women since 1997. The report, commissioned by American Express OPEN, reveals that revenues generated by women-owned businesses in Louisiana saw a 170 percent increase, the highest in the nation (The Advocate, April 2013).
- *Trade & Industry Development* magazine's Eight Annual Corporate and Community Impact, or CiCi, Awards recognized four of Louisiana's 2012 business development projects, more than any other state. Community Impact project winners included the Semptra Energy LNG project in Hackberry and the Sutherland Global Services project in Alexandria. Corporate Investment project winners included the CF Industries and Holdings Inc. project in Donaldsonville and the Benteler Steel/Tube project at the Port of Caddo-Bossier in Shreveport. The magazine considered more than 400 projects. The Citizen Impact projects are determined by number of jobs created, jobs retained, unemployment figures, regional income levels, plant closings and other relevant factors. The Corporate Investment awards are based on projects that create the most new jobs, retain the most jobs and invest the most capital (Department of Economic Development, March 2013).

- According to a National Oceanic Atmospheric Administration's *National Marine Fisheries Service* report released in March, Louisiana seafood ranked 10th in the U.S. in terms of total economic impact generated from seafood sales in 2011. Louisiana came in second in terms of local seafood poundage landed per state and it landed the most shrimp and menhaden in the country. According to the report, the Louisiana seafood industry's total economic impact was \$1.8 billion, supporting 32,818 people (The Times Picayune, March 2013).
- In *Site Selection* magazine's annual "Governor's Cup" rankings, Louisiana ranked 12th in the U.S. on a per capita basis. The "Governor's Cup" measures the quantity of significant business development projects for the calendar year. Baton Rouge placed forth among metropolitan areas with populations between 200,000 and 1 million (The Advocate, March 2013).
- A study done by Thumbtack and the Ewing Marion Kauffman Foundation gives Louisiana an "A" in the best state for opening a new business or expanding an existing one category. The study, which says one of Louisiana's most business-friendly characteristics is zoning, graded states A-F on items including ease of starting a business, hiring costs, health and safety regulations, tax code and licensing, environmental regulations and the state's current economic health (The Advocate, January 2013).
- Louisiana ranks second nationwide in the value of merchandise received in its foreign-trade zones and fifth in the number of people employed there, according to a report by the National Association of Foreign-Trade Zones (The Advocate, July 2012).
- The Index of State Economic Momentum placed Louisiana ninth among the 50 states based on three key measures of economic vitality: personal income growth, employment growth and population growth. The study was done by *Federal Funds Information for States*, a non-partisan subscription which tracks and reports on the fiscal impact of federal budget and policy decisions on state budgets and programs (The Times Picayune, May 2012).
- According to the "Kauffman Index of Entrepreneurial Activity," a leading indicator of new business creation in the United States, Louisiana is among the top five states having the highest entrepreneurial activity rates (Kauffman Foundation, March 2012).
- The Tax Foundation's ranking, *Location Matters: A Comparative Analysis of State Tax Costs on Business*, ranks Louisiana second in the U.S. and first in Southern states for new firms and 10th in the U.S. and third in Southern states for mature firms. The ranking is a 50-state analysis of business tax burdens and it indicates that Louisiana's business tax competitiveness has improved significantly over the past few years (Office of the Governor, March 2012).

- Louisiana ranks third in personal income growth with a growth of .4 percent in the third quarter of 2011. The report issued by the U.S. Bureau of Economic Analysis credits the state's increase to the health and social services sectors (The Advocate, December 2011).
- Louisiana had the second-largest increase among all states in the number of raw jobs created in the last five years according to *American City Business* (CABL, July 2011).
- According to a recent Fraser Institute survey of energy industry executives rating more than 130 global producing areas, Louisiana is in the top 10 percent of the most attractive areas for exploration investment in the world (Department of Natural Resources, July 2011).
- Standard & Poor, a financial research and analysis firm, has given Louisiana its best credit rating in nearly 30 years, adjusting the state's AA- to AA and pronouncing the state's bond outlook as "stable." The firm commended the state on its lower-than-average unemployment and a constitutional amendment requiring a balanced budget and gave it high marks for financial management, budget and government framework (The Lake Charles American Press, May 2011).
- The National Hurricane Conference, a forum for education and professional training in hurricane and disaster preparedness, awarded The Governor's Office of Homeland Security and Emergency Preparedness and Louisiana Economic Development with the 2011 National Hurricane Conference Outstanding Achievement Award for their "innovative achievement" related to hurricane preparedness (Labeoc.org, April 2011).

EDUCATION

- The National Council on Teacher Quality, a Washington, D.C., based organization, gives Louisiana the second-highest overall grade among all states – a B – in its latest report on each state's policies on teacher effectiveness (The Business Report, January 2014).
- In U.S. News & World Report's 2014 ranking of best graduate schools in the country, the LSU Flores MBA Program improved by 20 spots, placing at No. 61 over all. 448 master's programs in business accredited by the Association to Advance Collegiate Schools of Business International were surveyed (The Times Picayune, March 2013).
- Louisiana's overall ranking in the 2013 edition of *Education Week's* Quality Counts report jumped to 15th, up from 44th in 2008. The annual publication is a report card on education, providing a national and state-by-state summary and competitive analysis (Education Week, January 2013).

HIGHER EDUCATION

- **Joseph Savoie, president of the University of Louisiana at Lafayette, is the recipient of the tenth annual Governor's Technology Award for Best Application of Technology in Louisiana, presented by the Louisiana Technology Council (The Advocate, September 2013).**
- **Five Louisiana colleges have been ranked among AffordableCollegesOnline.org's top 58 low-cost colleges with high starting salaries. Louisiana Tech ranks 16th and McNeese State University ranks 32nd (The American Press, June 2013).**
- **The Daily Reveille has been named the country's Best All-Around Daily Student Newspaper by the Society of Professional Journalists in its national 2012 Mark of Excellence Awards. Additionally, two writers on The Daily Reveille staff have been named as finalists (The Daily Reveille, May 2013).**
- **According to a U.S. News & World Report ranking of colleges' online degree programs, Loyola University New Orleans has the sixth best online graduate-level nursing program. The survey included 237 institutions and weighed factors such as graduation rates, faculty credentials, academic advising of students, digitized libraries, tech support, live tutoring and technology used (The Advocate, January 2013).**
- **The trade journal, *The Scientist*, ranks Pennington Biomedical Research Center fourth on a list of "Best Places to Work for Postdocs." The journal's annual listing surveys more than 1,500 post-doctoral fellows around the world and bases its assessment on working environment, quality of facilities and infrastructure and the value of the post-doctoral experience, compensation and benefits (The Advocate, April 2012).**
- **Louisiana Tech University in Ruston has again been named to the 2012 President's Higher Education Community Service Honor Roll and recognized by the Corporation for National and Community Service for its leadership among state institutions of higher education in the state in supporting volunteerism, service-learning and civic engagement. Louisiana Tech is the only public university in north Louisiana and only institution in the University of Louisiana System to make the honor roll every year since 2008 (The News Star, March 2012).**
- **Louisiana State University's landscape architecture program has been ranked the nation's best for three of the past six years, and for the past two years, LSU's postgraduate program has been second only to that of Harvard University (The Advocate, February 2012).**
- **Eleven Louisiana Community and Technical College System institutions have been ranked among the top associate degree and certificate producers in the country by *Community College Week* magazine's 2011 edition of the Top 100 Associate Degree Producers. Acadiana Technical College (Lafayette Campus), Bossier Parish Community College (Bossier City), Capital Area Technical College (Baton Rouge**

Campus), Central Louisiana Technical College (Alexandria Campus), Delgado Community College (New Orleans), L.E. Fletcher Technical Community College (Houma), Northeast Louisiana Technical College (Delta Ouachita Campus in West Monroe), Northshore Technical College (Sullivan Campus in Bogalusa), Northwest Louisiana Technical College, South Central Louisiana Technical College (Young Memorial Campus in Morgan City) and Sowela Technical Community College (Lake Charles) were mentioned (The News Star, July 2011).

LOCAL/CITIES

- The Baton Rouge metro area tied for the second best region for new and expanded corporate facilities, in a ranking by *Site Selection* magazine. The Baton Rouge Area Chamber worked with fifteen companies in 2013 that announced expansions or jobs, \$112 million in new payroll and \$4.4 billion in capital investment (The Advocate, February 2014).
- Lake Charles ranked No. 31 in the nation on a list of metropolitan cities' expected growth, according to a report released Wednesday by the U.S. Conference of Mayors. The study, done by HIS Global Insight, ranked cities based on gross metropolitan product and annual job growth (The American Press, January 2014).
- New Orleans was named one of the 21 must-see destinations in the world by *National Geographic Traveler* in the magazine's December 2013/January 2014 edition. New Orleans was one of two destinations in the United States on the list, which reflects "the most exceptional" travel destinations in the travel world, according to the magazine (The Advocate, January 2014).
- A recent Forbes magazine breakdown of population shifts among cities found New Orleans gaining some of the highest percentages of working age residents from 2007 to 2012. The city topped the list as a migration destination for age brackets between 30 and 64 (The Times Picayune, December 2013).
- *Business Facilities* magazine, which focuses on business site selection, ranks the Port of New Orleans No. 1 among ports. The magazine says the ports rating is attributed to the \$100 million in infrastructure improvements at the Port of New Orleans designed to accommodate expansion of the Panama Canal and the 2012 debut of improvements to the Napoleon Avenue Container Terminal. In the magazine's information technology jobs category, New Orleans ranks third (Times Picayune, July 2013).
- According to *Business Facilities* magazine, Baton Rouge is the top-ranked metro for Economic Growth Potential. The magazine states that the ranking is due to the capital city's success in executing the state's strategy of bringing together business and higher education in innovative public-private partnerships that spur initiatives in new high-growth sectors (The Advocate, July 2013).

- **Prairieville ranked No. 2 on Coldwell Banker Real Estate's "Top Booming Suburbs in America Survey."** According to Coldwell Banker, the number of Prairieville residents with jobs grew by 2.7 percent and the average commute time was 30 minutes. The ranking is based on year-over-year increases in employment; unemployment percentages below the national average; as well as access to banks and grocery stores, proximity to schools, and commute times (The Advocate, July 2013).
- **Baton Rouge and New Orleans rank among the top cities of their size on *Forbes* magazine's list of "Cities Winning the Battle for Information Jobs."** Baton Rouge ranks No. 7 on the list of medium-sized metros and New Orleans ranks No. 3 on the list of big cities. *Forbes* based its rankings on information sector employment data from the U.S. Bureau of Labor Statistics from 2001 to present (The Advocate, May 2013).
- **Lafayette ranks first in the country in terms of economic and workforce measures, according to *Area Development Magazine*, a site selection and facility planning publication.** The magazine ranked 380 metro areas in 21 economic and workforce indicators. Baton Rouge ranks 88th and New Orleans ranks 155th (The Advocate, May 2013).
- ***Travel + Leisure* has named New Orleans the best city in the United States to visit.** The designation was the result of the magazine's America's Favorite Cities survey, asking readers to rate 35 cities based on 66 categories (Times Picayune, November 2012).
- **New Orleans' Audubon Zoo is ranked among the top 10 zoos in the United States, according to the TripAdvisor Popularity Index.** TripAdvisor is one of the world's largest travel web sites (Times Picayune, June 2012).
- **According to CNN Money, Ascension and Livingston Parishes are among the top 25 counties in the nation with the highest job growth over the past decade.** Ascension ranks No. 9 with 46.6% job growth since 2000 and Livingston ranks No. 11 with 42.9% job growth since 2000. The two parishes were the only in the state to make the list, which credits the increase in job growth to heavy industry coming back to life along the lower Mississippi River (1012 Corridor, August 2011).
- **Shreveport has been selected by *Forbes* magazine as first in the nation in terms of the cost of doing business, seventh among mid-size cities in terms of job growth, and 68th out of 200 metropolitan statistical areas for business and careers.** (Shreveport Times, July 2011).
- **According to a ranking of cities by NewGeography.com for *Forbes*, New Orleans climbed 287 places on the list of biggest job-growth gainers in the nation this year, placing it at seventh overall and second among large metros adding new jobs to the economy** (1012 Corridor, May 2011).

- The Small Business Administration selected Haydel's Bakery on Jefferson Highway in New Orleans as the Jeffrey Butland Family-Business of the Year. The 51-year-old bakery was selected from a pool of 10 regional winners around the country. Its win is attributed to evidence of success as measured by sales and profits, increase in employment for family and non family members, potential for long-term business success and economic growth, and community involvement (The Times Picayune, April 2011).

HEALTH/HOSPITALS

- Dr. Karen DeSalvo, health commissioner for the City of New Orleans, has been named one of Governing Magazine's Public Officials of the Year. DeSalvo was one of nine local and state government official who received the honor (The Advocate, September 2013).
- Louisiana scored a perfect 100 on the Centers for Disease Control and Preventions (CDC) evaluation of the state's public health emergency preparedness and response capabilities for the second year in a row (Department of Health & Hospitals, September 2011).

GOVERNMENT/MISC

- Louisiana is ranked as the second-best state in which to retire by Bankrate.com. The Florida-based site base site says that Louisiana's high rating is attributed to its jazz, beignets, low taxes and balmy weather (The Business Report, May 2013).
- Louisiana attracted more than 26 million visitors in 2012, breaking a previous tourism record set in 2003. According to an annual tourism study by the University of New Orleans Hospitality Research Center, 26.6 million people visited Louisiana in 2012, spending \$10.7 billion. The uptick in visitors resulted in the creation of 8,000 new tourism jobs and generated \$665 million in state tax revenue (The Advocate, April 2013).
- The Louisiana Office of Juvenile Justice has been recognized by Harvard University for its innovative programming. OJJ's Service Coordination Model was recognized through the "Bright Ideas" program, an initiative of the broader Innovations in American Government Awards program at Harvard's John F. Kennedy School of Government (The Advocate, September 2012).
- According to statistics released by the National Marine Fisheries Service, the 2011 seafood catch in the Gulf of Mexico rebounded to its highest volume since 1999. Additionally, Louisiana ports brought in the second highest amount of seafood in the United States according to a National Oceanic and Atmospheric Administration report. (New Orleans City Business, September 2012).
- The Louisiana State Employees Retirement System, the system for many state government workers, has been recognized in the national financial publications

Pensions & Investments, and *FundFire*, as being among the top 10 state pension plans in the U.S. Information for the ranking was based on an analysis of 10-year annualized investment returns by Cliffwater LLC (The Advocate, July 2012).

- The U.S. Public Interest Research Group ranks LaTrac, the state government's website and online state spending database, as fourth of its kind in the nation for a second year in a row, giving it a score of "A-" for its transparency. The study annually rates transparency initiatives for all 50 states (Governing.com, March 2012).
- The Governor's Office of Homeland Security and Emergency Preparedness (GOHSEP) was honored with a "Gold Award" from the 2011 MarCom Awards, an international marketing and communication competition, for its work in producing materials and holding a special education and outreach event to teach local governing authorities, eligible private non-profits and tribal governing authorities how to properly procure contracts and other services, "Getting it Right, The Practice of Procurement." (GOHSEP, January 2012).
- According to a study conducted by the Office of Emergency Communication (OEC), Louisiana "has achieved one of the most sophisticated levels of communications usage in the nation," when it comes to interoperable communications among state and local entities. The Louisiana Wireless Information Network (LWIN) allows local and state agencies to communicate on the same radio system (Governor's Office of Homeland Security and Preparedness, September 2011).
- Lake Charles has been selected as one of the top best 25 places in the United States to retire by CNN Money. The report credits the city's ranking to its outdoor appeal, numerous festivals and growing arts community (The American Press, September 2011).
- The Louisiana Department of Children and Family Services (DCFS) set a record for the third consecutive year in collecting child support payments - more than \$365 million was collected for Fiscal Year 2010 (DCFS, February 2011).

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Updated March 3, 2014